**ANALYTICAL DECISION-MAKING**

**Learning Outcome 4: ACTIVITY 5**

**What if…?**

*Work in pairs/small groups*

**Scenario: Fashionista and the fashion industry**

1. Develop ‘WHAT IF….?’ questions using STEEPLE and/or Porter’s Five Forces model as frameworks to consider alternative futures and alternative responses.
2. Swap your questions with another group in your cohort and answer, their questions.
3. How similar or different were their question from your own?
4. Give feedback and discuss in class both your ‘WHAT IF…?’ questions and answers that you provided.